



social care  
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# Effective Project Planning & Stakeholder Engagement workshop

**Ikran Ahmed – ARF Delivery Team**

SCIE Consultant (Health & Social Care)

[ikran.ahmed@scie.org.uk](mailto:ikran.ahmed@scie.org.uk)



**Carmen Colomina - ARF Programme Manager**

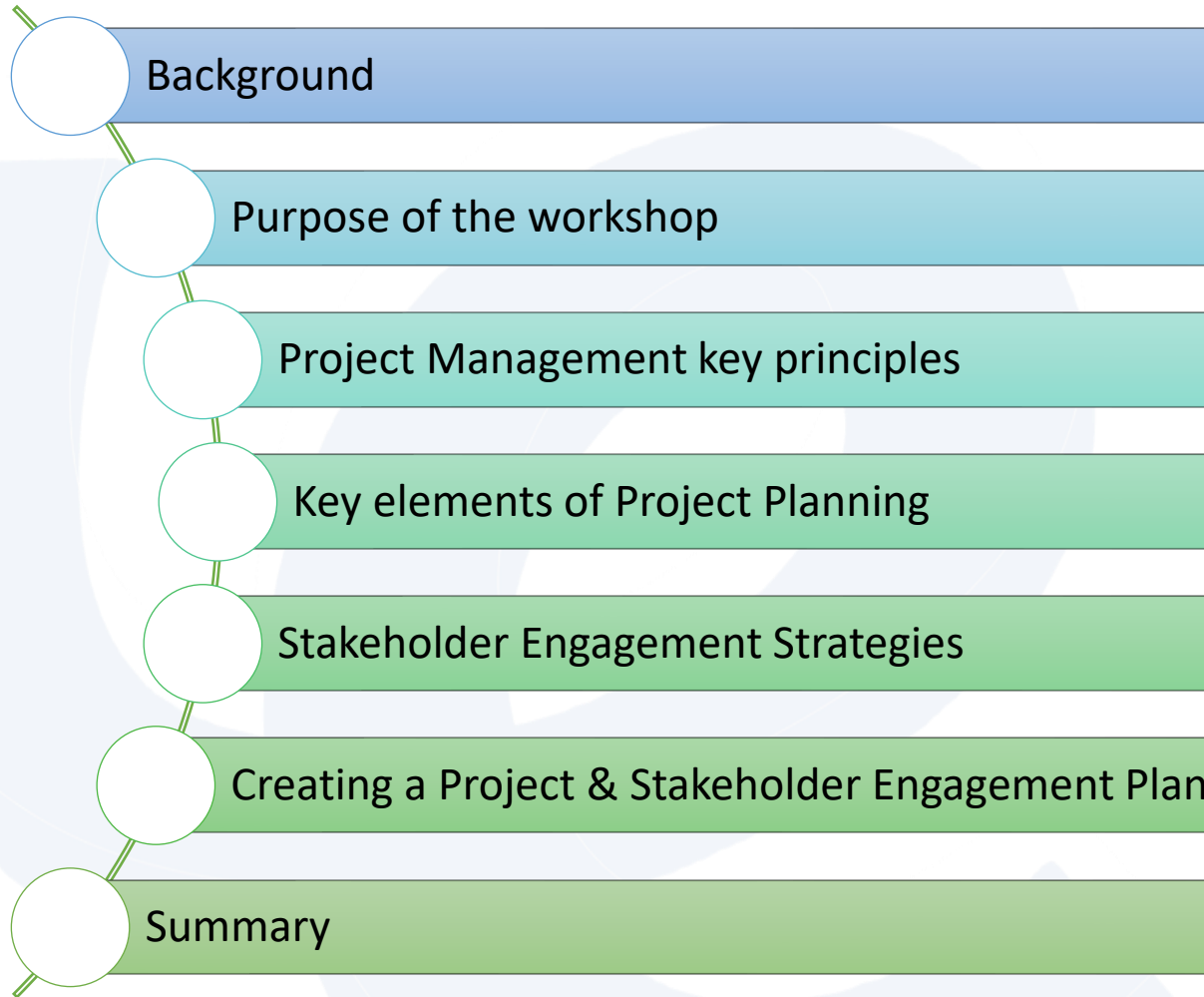
Practice Development Manager at SCIE

[carmen.colomina@scie.org.uk](mailto:carmen.colomina@scie.org.uk)



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# Agenda



## Ground rules:

- Recording
- Camera off
- Mute

# Background

Project management, if to be successful should not be left to chance.  
It should be meticulously designed through **strategic foresight** and **collaborative engagement**.

At the cornerstone of this stands two pillars:

**Project Planning**

**Stakeholder Engagement**

Research indicates that **71%** of organisations recognise project management as a critical driver of performance and organisational success (*PMI, 2022*).

An estimated c.**£100 million** is wasted for every c.**£1 billion** invested due to poor project performance, underlining the pressing need for effective planning and stakeholder involvement (*PMI, 2021*).

We will explore how to shape outcomes, drive efficiencies, and pave the way for sustainable success.

# Purpose of the workshop

To equip you with:



The knowledge and;



The tools;

to create more effective **project plans** and **engage stakeholders** successfully.

# Key elements of Project Planning

## Set objectives

Clearly define the project's goals and desired outcomes.

## Define the scope

Define the boundaries and deliverables of the project. Define scope and out of scope

## Milestones and Timelines

Establish timelines with well-defined milestones that mark significant achievements and deadlines

## Resource mapping and prioritisation

Identify the human, financial, and material resources required

# Creating a Project Plan

## Step 1: Define Project Scope and Objectives

- Engage stakeholders to clarify project goals and expectations.
- Use **SMART** criteria (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound) to define objectives.

## Step 2: Develop Work Breakdown Structure (WBS)

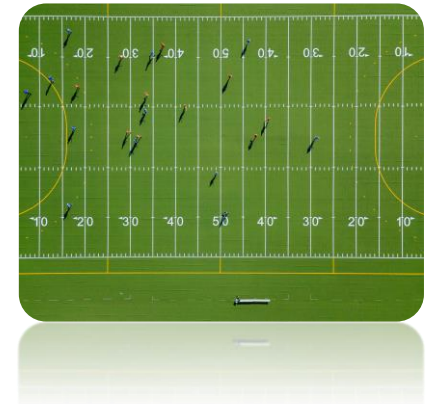
- Split the project deliverables into **smaller, manageable tasks**.
- Organise tasks hierarchically to **visualise project activities**.

## Step 3: Estimate Resources and Durations

- Determine the **human, financial, and material resources** required for each task.
- Estimate the **time and effort** needed to complete each task.

## Step 4: Create a Project Schedule

- Use **scheduling tools** (e.g., **Gantt charts**) to sequence tasks and allocate resources.
- Set **realistic deadlines and milestones** to track progress.



# Sample- Project Template (PID)

Use these templates as a guide to structure your project planning and stakeholder engagement plans, ensuring alignment with your organisational objectives. Customise them to suit the specific requirements and nuances of your project.

## Project Plan Template

**Project Title:** [Enter Project Title]

### Project Overview:

[Provide a brief overview of the project, including its objectives, scope, and stakeholders.]

### Objectives:

- [List the specific goals and outcomes the project aims to achieve.]

### Scope:

- [Define the boundaries and deliverables of the project.]

### Stakeholders:

- [Identify key stakeholders involved or impacted by the project.]

### Project Objectives and Scope:

- Objective: [Clearly define the project's purpose and boundaries.]
- Scope: [Outline the boundaries and deliverables of the project, specifying what is included and excluded.]

### Stakeholder Identification:

- Objective: Identify all individuals and groups affected by the project.
- Activities:
  - Create a stakeholder register.
  - Analyse stakeholders' interests and influence.

### Milestones and Timelines:

- Milestone 1:
  - Description: [Brief description of the milestone]
  - Deadline: [Date or timeframe for completion]
- Milestone 2:
  - Description: [Brief description of the milestone]
  - Deadline: [Date or timeframe for completion]
- [Add more milestones as necessary]

### Resource Mapping and Prioritization:

- Human Resources:

- Roles: [List of roles required for the project, including any specialised skills needed]
- Responsibilities: [Description of responsibilities for each role]
- Financial Resources:
- Budget Allocation: [Breakdown of budget for different project components.]
- Material Resources:
- Requirements: [List of materials or equipment needed for the project]

### Risk Management:

- Risk:
- Description: [Identify potential risks related to the projects.]
- Mitigation Strategy: [Plan to address or minimise the risk, considering the project's unique characteristics.]

### Metrics and Impact Measurement:

- Key Performance Indicators (KPIs):
- Metric: [Specific metric to measure project success, considering the objectives of the ARF.]
- Target: [Desired target for the metric, reflecting the accelerated or innovative nature of the project.]
- Impact Data Collection Method:
- Method: [Describe how impact data will be collected, considering any unique aspects of the project's acceleration or innovation.]
- Frequency: [Frequency of data collection, ensuring timely assessment of project impact.]

### Common Challenges and Solutions:

- Challenge:
- Description: [Identify common challenges faced by projects within the ARF, and any additional challenges related to innovation or acceleration.]
- Solution: [Proposed solution or mitigation strategy, tailored to address the project's specific challenges.]

### Project Timeline:

- [Insert Gantt chart or timeline depicting project activities and milestones]

### Conclusion:

- [Summarise the key points of the project plan, emphasising the importance of thorough planning and stakeholder engagement for project success.]

# Gantt Chart

Task Name	Q1 2019			Q2 2019		Q3 2019
	Jan 19	Feb 19	Mar 19	Apr 19	Jun 19	Jul 19
Planning						
Research						
Design						
Implementation						
Follow up						

\*<https://www.productplan.com>

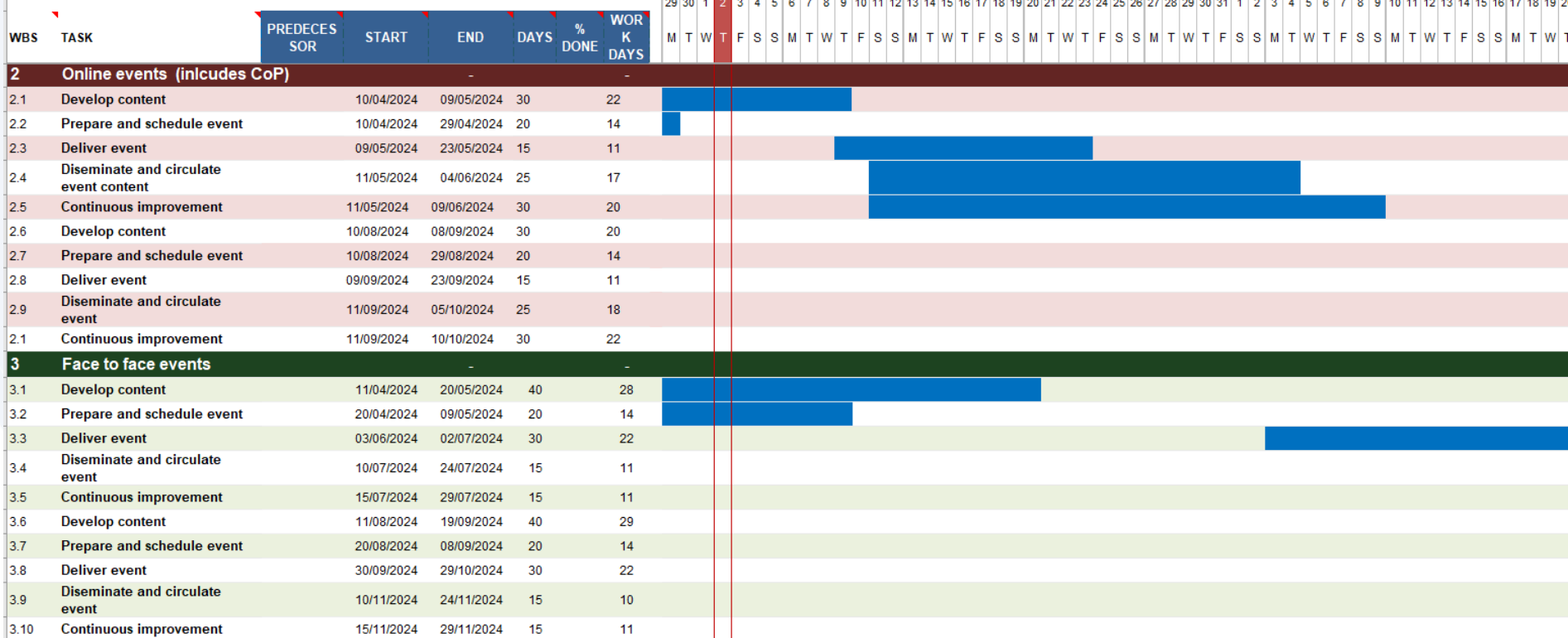


# Gantt Chart

## ARF Support Programme

SCIE

Programme Start Date 3/20/2024 (Wednesday) Display Week 7  
Programme Lead Carmen Colomina



# Stakeholder Engagement Strategies – key tips 1/2

## **Identify Key Stakeholders**

- Identify individuals and groups with a vested interest in the project

## **Tailor Communication Channels**

- Customise communication channels and messages

## **Involve Stakeholders Early**

- Engage stakeholders from the outset of the project to foster ownership and commitment

# Stakeholder Engagement Strategies – key tips 2/2

## **Provide Regular Updates**

- Keep stakeholders informed of project progress, milestones achieved, and any changes or challenges. Maintain open lines of communication

## **Facilitate Collaboration**

- Create opportunities for collaboration and co-production, encouraging stakeholders to work together towards shared goals and outcomes.

## **Address Concerns Promptly**

- Actively listen to stakeholder feedback and address any concerns or issues promptly, demonstrating responsiveness and accountability.

**Celebrate successes**

# Creating a Stakeholder Engagement Plan

## Identify Stakeholders

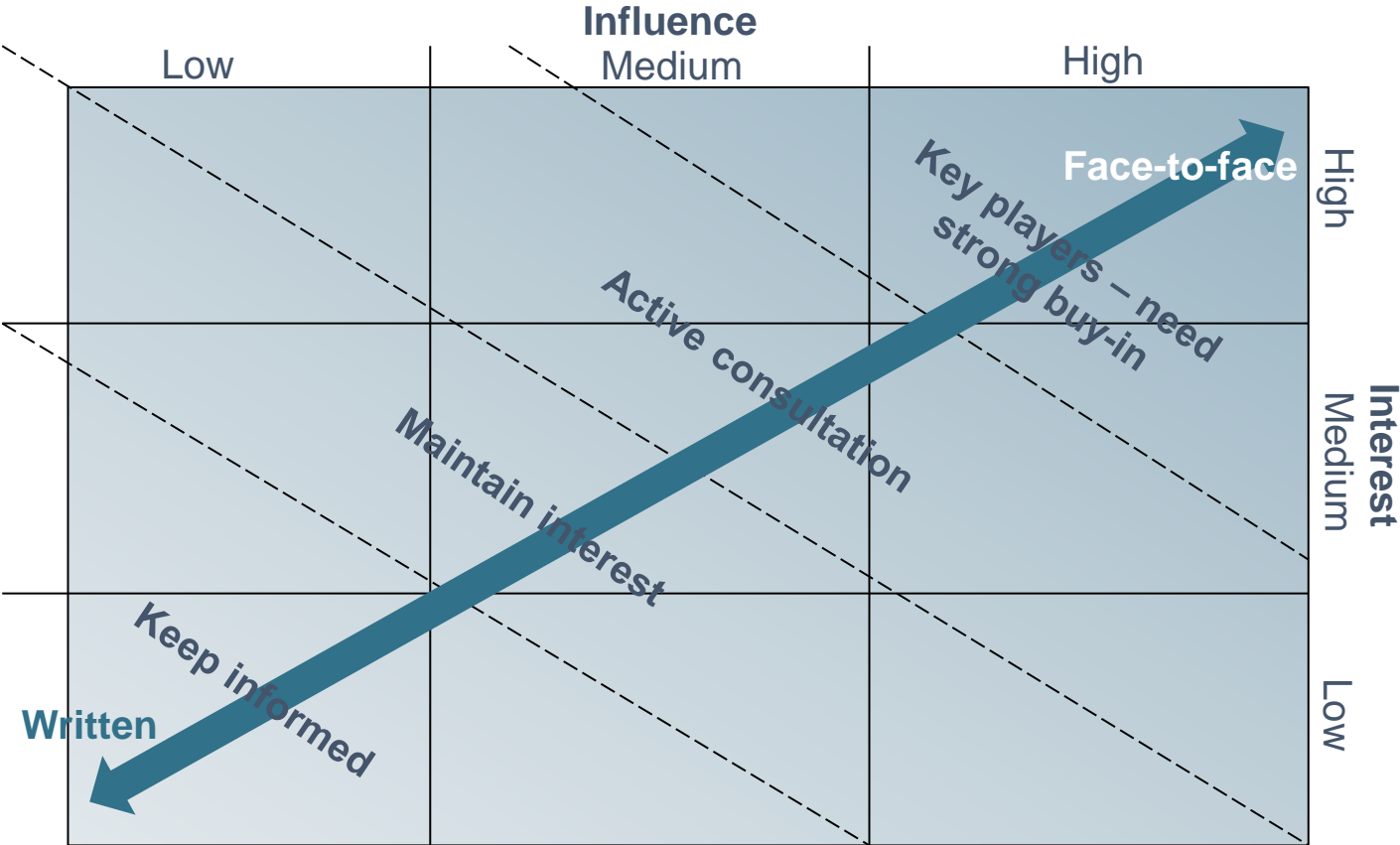
- Create a **stakeholder register** listing all individuals and groups impacted by the project.
- Consider their interests, influence, and **communication preferences**.

## Establish Communication & Reporting Protocols

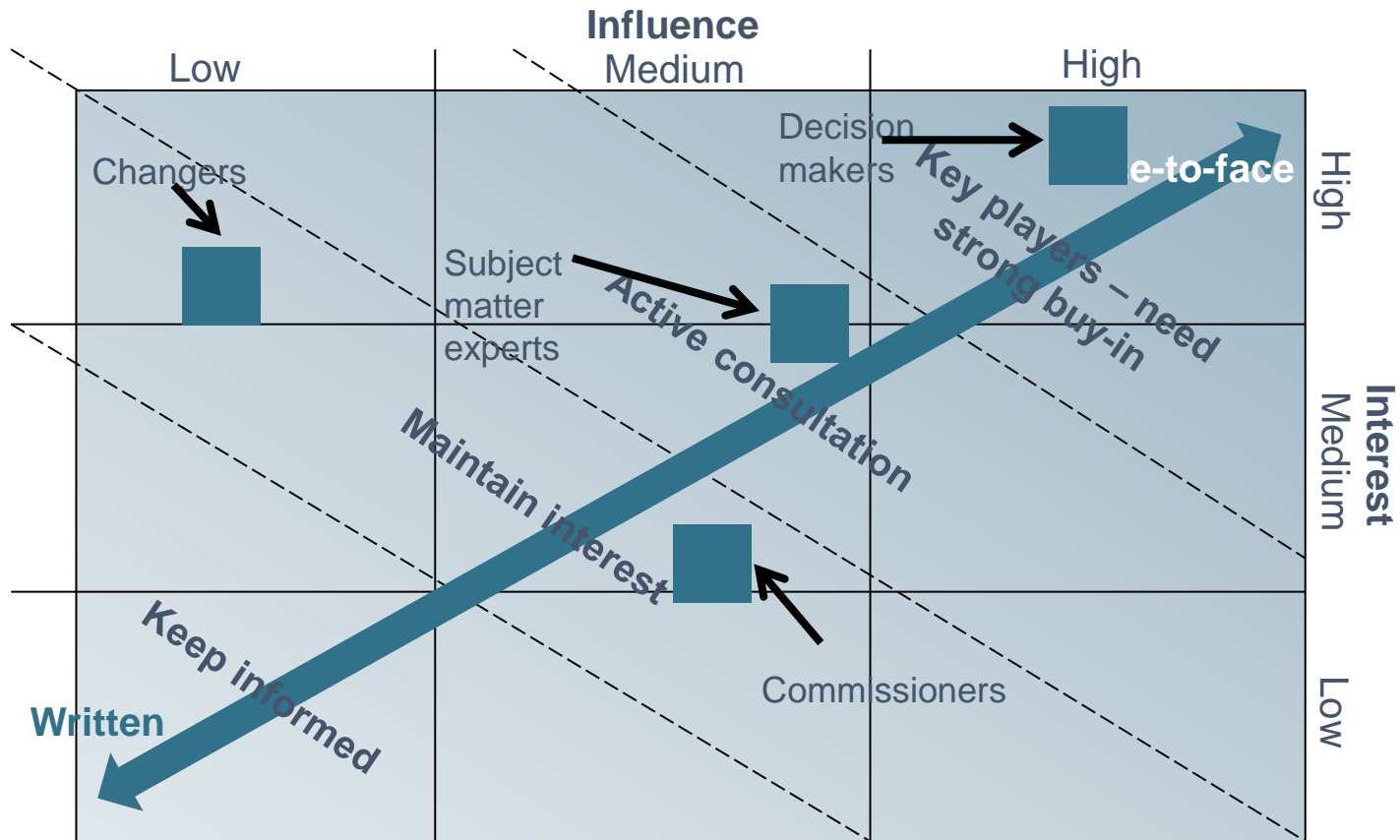
- Define **communication channels**, and frequency.
- Define and share reporting protocols

All elements of Project Management link together: project planning, stakeholder engagement, risk management, reporting, etc.

# Stakeholder map



# Stakeholder map



# Stakeholder Register

Stakeholder Name	Category	Stakeholder Analysis Group	Organisation or Group	Role or Job title	Address
<i>Full name of the stakeholder</i>	<i>Internal / External / Primary or Secondary</i>	<i>Key Player / Keep Informed / Meet their needs etc</i>	<i>The name of the organization or group the stakeholder belongs to</i>	<i>Job title or role held by the stakeholder</i>	<i>Primary contact address</i>
C. French	Internal	Key Player	Senior Management Team	Project Sponsor	Texas Headoffice
F. Dole	External	Key Player	Customer Sponsor	CIO	New York office
J. Smith	External	Meet their needs	Customer Sec Ops	Security Director	New York office

\*<https://www.stakeholdermap.com>

# Stakeholder Engagement Plan Template

## Stakeholder Engagement Plan Template

### Stakeholder Identification:

- Stakeholder Groups:
- Group 1: [List of stakeholders in this group]
- Group 2: [List of stakeholders in this group]
- [Continue listing stakeholder groups]

### Stakeholder Analysis:

- Stakeholder Influence:
- High Influence: [Stakeholders with high influence on the project]
- Medium Influence: [Stakeholders with moderate influence]
- Low Influence: [Stakeholders with minimal influence]
- Stakeholder Interest:
- High Interest: [Stakeholders with high interest in the project]
- Medium Interest: [Stakeholders with moderate interest]
- Low Interest: [Stakeholders with low interest]

### Engagement Strategies:

- Communication Channels:
- Channel 1: [e.g., Meetings, Emails, Newsletters]
- Channel 2: [e.g., Workshops, Webinars, Social Media]
- [Add additional channels as necessary]
- Engagement Activities:
- Activity 1: [e.g., Focus Groups, Surveys, Interviews]
- Activity 2: [e.g., Stakeholder Workshops, Co-creation Sessions]
- [Add more engagement activities as needed]

### Communication Plan:

- Stakeholder Communication:
- Frequency: [How often communication will occur with stakeholders]
- Content: [What information will be communicated]
- Feedback Mechanism:
- Method: [How stakeholders can provide feedback]
- Response Time: [Timeframe for responding to feedback]

### Impact Assessment:

- Impact Measurement:
- Metric: [Specific metric to measure stakeholder engagement effectiveness]
- Measurement Method: [How the metric will be measured]
- Evaluation:
- Frequency: [How often stakeholder engagement will be evaluated]
- Criteria: [Criteria for evaluating the effectiveness of engagement strategies]

### Supplementary Funding Needs:

- Funding Requirements:
- Identified Gaps: [Areas where additional funding is needed]
- Funding Sources: [Potential sources of supplementary funding]
- Proposal Development: [Plan for developing funding proposals]



## Summary



- Project planning and stakeholder engagement are fundamental to successful projects.
- You can use the methodologies discussed, they are tried and tested.
- Project Management - It is important to define objectives, set milestones, allocate resources, manage risks, and measure impact.
  - By clearly defining your deliverables and the necessary tasks to deliver them jointly with the timescales and resources that it will involve to do so you maximise the opportunities for the project to succeed.
  - By prioritising stakeholder engagement, you emphasise the importance of involving key stakeholders early, tailoring communication channels, facilitating collaboration, and addressing challenges proactively.

## Q&A





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Thank you  
For more information please visit  
[www.scie.org.uk](http://www.scie.org.uk)

or contact: [ikran.ahmed@scie.org.uk](mailto:ikran.ahmed@scie.org.uk) and  
[carmen.colomina@scie.org.uk](mailto:carmen.colomina@scie.org.uk)



[www.scie.org.uk](http://www.scie.org.uk)



YouTube

## SMART Plan



SOURCE: **FPPT.COM**